IN THE CLAIMS:

1.   A method of multi-stage creation of Rich Media Content, comprising the steps of:

a)   accessing the Rich Media assets using a processor as an authoring tool to create a Multimedia Vehicle Repository (MVR) file of selected stored Rich Media assets in a text based format;

b)   creating a template for structuring Rich Media Content; and

c)   combining the template and the Rich Media Content description file in the processor to create a MVR file executable on a multimedia player.

2.   The method of Claim 1 further comprising the step of:

d)   injecting other content into the Rich Media Content description file by another user.

3.   The method of Claim 1 further comprising the step of:

e)   creating an XML based MVR file.

4.   The method of Claim 1 further comprising the step of:

f)   using a textual editor to create an MVR-XML file.

5.   The method of Claim 1 further comprising the step of:

g)   using an MVR-XML file as a data interchange among other Rich Media Content creation applications.

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1   6.   The method of Claim 1 further comprising the step of:

2   h)   managing the creation of the template and Rich Media Content description file in

3   stages by different users.

1   7.   The method of Claim 1 further comprising the step of:

2   i)   operating the processor in a batch mode to combine the template and the Rich

3   Media Content description file into a Multimedia Vehicle Repository (MVR) file executable on a

4   multimedia player.

1   8.   The method of Claim 1 wherein the processor runs in a batch mode for combining the

2   template and the Rich Media Content description file.

1   9.   The method of Claim 1 wherein the Rich Media Content description file is created in

2   stages by different users injecting content into the template.

1   10.   The method of Claim 1 wherein the MVR file is a Rich Media container in a binary

2   format.

1   11.   A system for multi-stage creation of editable Rich Media content executable on a

2   multimedia player, comprising:

3   a)   processor means for accessing selected Rich Media and creating a multimedia

4   repository file of the selected Rich Media content in an text based format;

5   b)   means for creating and storing a template for assembling the Rich Media content;

6   and

7   c)   processor means for combining the template and the description file into a

8   multimedia repository file executable on a multimedia player.

1   12.   The system of Claim 11 further comprising:

2   d)   means managing the creation of the template and Rich Media Content description

3   file in stages by different users.

1   13.   The system of Claim 11 further comprising:

2   e)   means operating the processor in a batch mode to combine the template and the

3   Rich Media Content description file into a Multimedia Vehicle Repository (MVR) file

4   executable on a multimedia player.

1   14.   A program medium executable in a computer system for multi-stage creation of Rich

2   Media Content, comprising:

3   a)   program code in a medium for accessing the Rich Media assets using a processor

4   as an authoring tool to create a Multimedia Vehicle Repository (MVR) file of selected stored

5   Rich Media assets in an text based format;

6   b)   program code in a medium for creating a template for structuring Rich Media

7   Content; and

8   c)   program code in a medium for combining the template and the Rich Media

9   Content description file in the processor to create an MVR file executable on a multimedia

10   player; and

11   d)   injecting other content into the Rich Media Content description file by another

12   user.

1   15.   The medium of Claim 14 further comprising:

2   e)   program code creating an XML based MVR file.

1   16.   The medium of Claim 14 further comprising:

2   f)   program code creating an MVR-XML file using a textual editor.

1   17.   The medium of Claim 14 further comprising:

2   g)   program code using an MVR-XML file as a data interchange among other Rich

3   Media Content creation applications.

1   18.   The medium of Claim 14 further comprising:

2   h)   program code managing the creation of the template and Rich Media Content

3   description file in stages by different users.

1   19.   The medium of Claim 14 further comprising:

2   i) program code operating the processor in a batch mode to combine the template

3 and the Rich Media Content description file into a Multimedia Vehicle Repository (MVR) file

4 executable on a multimedia player.

1 20. The medium of Claim 14 further comprising:

2   j) program code running the processor in a batch mode for combining the template

3 and the Rich Media Content description file.

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